

**ANALISIS *MEDIA RELATIONS* PROGRAM FILM LONDON
MICROSCHOOL OLEH BRITISH COUNCIL DAN SUDUT PANDANG
JURNALIS**

Riyantisa Fikautsara

ABSTRAK

Kegiatan *media relations* sebagai bagian dari *public relations* (PR), menjadi sangat penting karena media memiliki peran yang besar dalam membentuk opini dan dianggap sebagai sumber informasi yang kredibel, sehingga dapat dipercaya masyarakat. Untuk itu, organisasi melalui praktisi PRnya seringkali melakukan kegiatan *media relations* dalam rangka memberikan informasi mengenai organisasi kepada jurnalis agar organisasi mendapatkan pemberitaan di media, khususnya pemberitaan yang positif, di mana tujuan akhirnya tentu saja untuk memperoleh citra yang baik di masyarakat. Berangkat dari pemberitaan yang muncul di beberapa media sebagai hasil dari *media relations*, mengenai program Film London Microschool – sebuah program dari British Council, yang menunjukkan pemberitaan dengan *tone* positif, penelitian ini bertujuan untuk mengetahui sudut pandang jurnalis yang menulis berita tersebut terhadap kegiatan *media relations*. Dengan menggunakan metode penelitian kualitatif, di mana penulis menggunakan teknik wawancara mendalam kepada enam jurnalis yang menulis artikel dan PR British Council sebagai triangulator, hasil penelitian menunjukkan bahwa jurnalis merasa puas dengan kegiatan *media relations* yang PR British Council lakukan, berdasarkan kualitas informasi yang diberikan dan hubungan yang dibina. Hal ini menunjukkan bahwa praktisi PR harus bisa memastikan kualitas informasi melalui bentuk-bentuk kegiatan *media relations* dan hubungan yang dibina dengan jurnalis seimbang dan bersinergi.

Kata kunci: *media relations*, pemberitaan, jurnalis, informasi, hubungan.

**ANALYSIS OF MEDIA RELATIONS ON FILM LONDON MICROSCHOOL
PROGRAM BY BRITISH COUNCIL AND JOURNALIST VIEWPOINT**

Riyantisa Fikautsara

ABSTRACT

Media relations activity, as part of the public relations (PR), has become very important as media has a huge role in creating public opinion and it's considered as a credible and trusted source of information. Therefore, organizations through their PR officers has always done the media relations activity in order to give information about their organizations to the journalists, so that they would obtain a publication in the media, especially the positive ones, in which the final result is certainly to bring a positive image for the organization. Starting from the news appeared in several media, as the result of media relations, regarding Film London Microschool – a program organized by British Council in which the news showed positive tone, this study aims to analyze the viewpoint of journalists who wrote the news, towards media relations activity so that it would be able to raise a publication in the media. Using qualitative method of research, with an in-depth interview to the six journalists who wrote the article and PR of British Council as the triangulator, the result showed that the journalists were all satisfied with the media relations activity by PR of British Council, based on the quality of information, and the relation fostered. It proves that PR officer must be able to make sure that the quality of information through the forms of media relations activity and the quality of relation between PR officer and journalist are balanced and synergized.

Keyword: *media relations, publication, news, journalist, information, relation.*